

# Anwar Hadi

## SCREENWRITER & PRODUCER

A professional writer with over 12 years of experience writing, developing and producing shows targeted towards young adult audiences. An out-and-out team player and an asset to any brainstorm session. Has a burning passion for building and facilitating meaningful stories that connect with viewers from all backgrounds.



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## WORK EXPERIENCE

### Lead Writer

Red Communications / Sept 2020 - Sept 2022

- *Show-creator* and *head writer* of the ASTRO RIA comedy-horror show, *Ex Aku Pontianak* (10 episodes)
  - Primetime mainstream TV slot on ASTRO RIA
- *Head-writer* of the ASTRO SOOKA romantic-comedy *Kau VS Aku* (8 episodes)
  - #1 most-watched show on streaming platform SOOKA
  - Shareable content has over 100 million views on TikTok
- *Writer* on *Club Mickey Mouse Season 4* (Disney+)
- *Writer* on ASTRO CERIA's sitcom for children, *SMK Seasons 3 and 4*.
  - #1 most-watched show on ASTRO CERIA
- *Writer* on ASTRO CERIA's edutainment show *SMK Study Squad*.

### Lead Writer & Show Producer

TheLaki (Ripple, Media Prima) / Sept 2018 - Jul 2020

- *Producer, writer* and *host* of more than 100 online videos on TheLaki's Youtube Channel, gaining over 5 million views and 60,000 subscribers in less than two years.
- Led the video production team in being the most successful new digital media brand under Ripple Media.

### Content Creator

IniAnwarHadi / Dec 2010 - Jul 2018

- Pioneered the Malaysian Youtube content creation scene with *writing, producing, hosting* and *editing* more than 100 videos by myself for eight years.
- Amassed over 6 million views collectively by making fun, relatable content for fellow millennials and for various brands.



## REFERENCES

Lina Tan (Founder & CEO)

Red Communications Sdn Bhd

Email : [lina@red.com.my](mailto:lina@red.com.my)

Al-Alif Tarmidzi (Brand Lead)

TheLaki, Ripple Media, Media Prima

Email: [al.alif@thelaki.com.my](mailto:al.alif@thelaki.com.my)



## EDUCATION

B. Ed. Teaching English To Speakers  
Of Other Languages (TESOL)

Macquarie University, Sydney (grad. 2013)



## TECHNICAL SKILLS

### Screenwriting

- Proficient at writing in professional screenwriting format
- A bilingual writer who is highly proficient in both English and Malay

### Head Writing

- Has led three writer's rooms
- Facilitating the discussion of ideas, ensuring coherence of story, maintaining a fun and creative safe-space for all writers to contribute in, making sure writers meet deadlines, turning in work of high quality

### Public Speaking

- Can lead pitch sessions and sell a story through passionate story-telling and well-made decks
- Has pitched multiple shows to multiple investors, successfully selling a show to ASTRO RIA.

### Show Development

- Proven track record of ability to build a compelling story from the ground up. Well-versed in world-building, character creation and story structure.



## OTHER SKILLS

### Acting

- Has acted in multiple plays, advertisements and short films

### Music

- Plays guitar for Malaysian pop-punk band Pasca Sini, playing live shows all across the country, recording a full-length album.